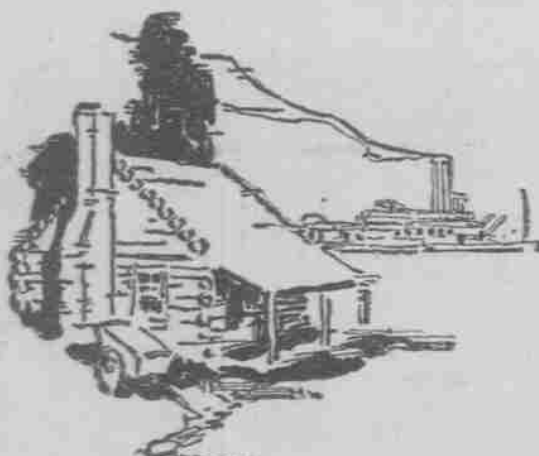




Here, in Colonel Higbee's old Southern plantation home, Aunt Jemima served her celebrated pancakes to the colonel and his guests.

The old plantation cook who made a fortune

How a Louisiana mammy made pancakes so good they became America's favorite breakfast



In this cabin, close to the bank of the Mississippi, Aunt Jemima lived for years after the war had freed her. Many were the meals of delicious hot pancakes she served here to the people who came from miles around to get them.

Sixty years ago an old negro cook became famous throughout the whole South for her pancakes.

Her name was Aunt Jemima and all the guests at Colonel Higbee's plantation in Louisiana, where Aunt Jemima was cook, said they had never tasted such cakes before. They came from miles around to get them!

After the war had freed her, Aunt Jemima lived for years in her little cabin close to the Mississippi. Many were the delicious pancakes she served here to those who came from all over the South for a taste of them.

How their fame reached the North

The famous old river steamer, the "Robert E. Lee," stopped regularly for wood near Aunt Jemima's cabin.

One day there was a Southerner on board, who as a guest of Colonel Higbee's had often eaten Aunt Jemima's Pancakes. He invited his fellow passengers, among whom were many Northerners, to stop at Aunt Jemima's cabin for a plate of her delicious cakes.

This they did, and so the fame of Aunt Jemima's Pancakes reached the North.

Among the party was a member of the firm which is now known as the Aunt Jemima Mills Company. He, with many of the others, made Aunt Jemima tempting offers for her recipe, but she could not be induced to part with it.

After months of effort, however, and offers more and more liberal, Aunt Jemima finally consented to sell us

her celebrated recipe. One condition of the sale was that she was to be paid in gold, for after several unfortunate experiences with paper money during the war, she was fully convinced that gold was the only safe form of wealth. Thus Aunt Jemima made her fortune from the sale of her pancake recipe.

The recipe prepared for your use

Now came the real work of getting this wonderful recipe into the homes of all the women in the land—months of study and experiment, with Aunt Jemima herself supervising every step. At last Aunt Jemima Pancake Flour in its present form was evolved. Even the sweet milk, so necessary for good pancakes, was reduced to powdered form and put into the flour.

And now *any one* can make these famous cakes! For Aunt Jemima Pancake Flour contains all the ingredients of the old secret recipe.

You need no milk—no eggs

You need only stir up Aunt Jemima Pancake Flour with a little water. The pure sweet milk, remember, is already in the flour, and it's so rich you need no eggs. With it, you, too, can serve the tender, delicious cakes that were praised so highly by all the guests on that old Louisiana plantation!

Have an Aunt Jemima Pancake breakfast tomorrow—fragrant, deliciously browned pancakes, piping hot! See why they have become America's favorite breakfast.

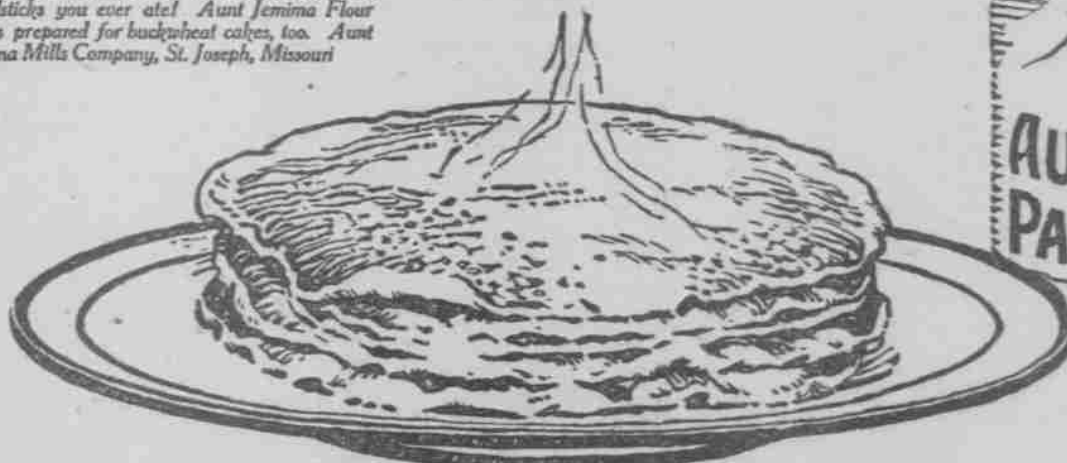
Order a package today.

Now-a-days anyone can serve these same wonderful cakes—Aunt Jemima's secret recipe can be your very own. And you can make her pancakes in a quarter of the time it took Aunt Jemima!

Many tempting offers were made Aunt Jemima for her wonderful recipe but none so tempting as the offer of the company which is now the Aunt Jemima Mills Company, to whom she finally sold her famous recipe.



With Aunt Jemima Pancake Flour you can also make the most delightful muffins, waffles and breadsticks you ever ate! Aunt Jemima Flour comes prepared for buckwheat cakes, too. Aunt Jemima Mills Company, St. Joseph, Missouri



"Pec in a Jin, Honey!"